

Message Text

UNCLASSIFIED

PAGE 01 HONG K 08084 130604Z
ACTION COME-00

INFO OCT-01 EB-07 EA-09 PASS-00 ISO-00 /017 W
-----031346 130604Z /14

R 130155Z JUL 77
FM AMCONSUL HONG KONG
TO SECSTATE WASHDC 5733

UNCLAS HONG KONG 8084

GE PLASTIC, 1 PLASTIC AVE., PITTSFIELD, MASS.
ATTN: TOM HAYES

E.O. 11652: N/A
TAGS: BEXP, HK
SUBJECT: AMERICAN FORTNIGHT

REF: UR TELEX JULY 7, 1977

1. BASIC CHARGE PER BOOTH HK\$10,000 (US\$2,150 AT CURRENT EXCHANGE RATE). SPACE IS 3 X 4 METERS. IT SHOULD BE NOTED THAT COST INCLUDES BOOTH FURNITURE, DECORATION, LIGHTING AND POWER POINTS. ALSO INCLUDED IS FULL MARKETING CAMPAIGN HONG KONG AND REGION.

2. THE SHOW ITSELF IS SPONSORED BY THE NON-PROFIT AMERICAN FORTNIGHT COMMITTEE AND ALL FEES ARE BASED ON PROJECTED COSTS. BASED ON PREVIOUS EXPERIENCE HONG KONG, WE ANTICIPATE APPROXIMATELY 2,500 TRADE VISITORS (SHOW IS NOT OPEN TO PUBLIC), THUS COST COMPARES FAVORABLY WITH DIRECT MAIL CAMPAIGN WHICH NORMALLY NOT AS EFFICACIOUS AS ACTURAL SELLING EXHIBIT.
CROSS

NOTE BY OC/T: PASSED ABOVE ADDRESSEE.

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 13-Jul-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977HONGK08084
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770248-1008
Format: TEL
From: HONG KONG
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770763/aaaaccrb.tel
Line Count: 45
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: effd576c-c288-dd11-92da-001cc4696bcc
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 1
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 21-Dec-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1880706
Secure: OPEN
Status: NATIVE
Subject: AMERICAN FORTNIGHT
TAGS: BEXP, HK
To: STATE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/effd576c-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
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